

What is claimed is:

1. A method of selling at least one right associated with contest participants through a computer network comprising:

broadcasting contests between the participants through the network; and

transmitting to potential buyers an indicator of advertising effectiveness for each participant, wherein the potential buyers are connected to the network via terminals.

2. The method according to claim 1, wherein a potential buyer transmits a proposed price for the right through the associated terminal.

3. The method according to claim 2, further comprising:

evaluating amounts proposed by buyers; and
determining a successful buyer based on the highest proposed amount.

4. The method according to claim 1, further comprising:

determining a selling price for the right in accordance with a predetermined mathematical expression that includes at least one numerical parameter that represents the indicator; and

transmitting the selling price to the potential buyers.

5. A method of selling at least one right associated with a contestant through a computer network, comprising:

determining a selling price of the right in accordance with a predetermined mathematical expression using a numerical parameter that represents at least one of the following characteristics: achievements, popularity, ability, talent, audience rating and sales amount of the contestant; and

transmitting the selling price to terminals connected to the computer network.

6. The method according to claim 5, further comprising transmitting data of a home page for selling the right through the computer network, the selling price being displayed on the home page.

7. The method according to claim 6, wherein the step of selling the right is an auction, wherein buyers select a contestant, and the buyers transmit desired purchase prices from terminals to a server.

8. The method according to claim 6, wherein the home page displays a field for selecting the contestant, a field for displaying a display size and a display position of the advertisement, a calculation button for instructing the server to calculate the advertising rate, and a price display field for displaying a result of the calculation.

9. The method according to claim 6, further comprising broadcasting a contest in which the contestant participates.

10. The method according to claim 9, wherein the parameter represents at least an audience rating of a contest, and the selling price increases as the audience

rating increases.

11. The method according to claim 10, wherein the game is broadcast through the internet, and the audience rating is determined from the number of accesses to a home page on which the game is broadcast.

12. The method according to claim 5, further comprising holding the match in a theme park.

13. The method according to claim 12, wherein the parameter represents at least a sales amount indicating the total sales of goods sold in the theme park associated with the contestant, and the selling price increases as the sales amount increases.

14. The method according to claim 5, wherein the right is at least one selected from a group consisting of an advertising right, a broadcasting right, a copyright right, neighboring rights for copyright, a moral right and a right to devise the clothing of the contestant.

15. The method according to claim 14, wherein the advertising right includes a right to display an advertisement on a predetermined article associated with the contest.

16. The method according to claim 15, wherein the article has a plurality of areas designated for displaying advertisements.

17. The method according to claim 15, wherein the article includes at least one of clothing worn by the

player during the contest, and a flag associated with the contestant.

5 18. The method according to claim 15, further comprising:

receiving a selection from a buyer of an article associated with the contest;

10 displaying an image of the selected article associated with the contest on a screen of a terminal of the buyer; and

receiving a selection of a display position and a display size of the advertisement on the selected article from the buyer.

15 19. The method according to claim 18, wherein the numerical parameters further include the display size and the display position.

20 20. The method according to claim 5, further comprising transmitting an index representing at least one of the characteristics to the potential buyers from a server through the computer network.

25 21. The method according to claim 5 including calculating a ranking coefficient for the contestant, wherein the selling price increases higher as the ranking coefficient increases.

30 22. The method according to claim 5, wherein the parameter represents at least achievements of the contestant, and the selling price increases as the achievements increases.

23. The method according to claim 5, wherein the parameter represents at least popularity of the contestant, and the selling price increases as the popularity parameter increases.

24. The method according to claim 5, wherein the contest is a contest of sumo, kenjutsu, igo, shogi, chess, science, culture or intellect.

25. The method according to claim 5, wherein the contestant includes an individual, a team, and a work object.

26. The method according to claim 5, wherein the numerical parameters further include a broadcasting frequency, a broadcasting time and a zoom ratio of the advertisement.

27. The method according to claim 5, further comprising distributing profits obtained by selling the right between a contest management company and the player.

28. A method of selling a plurality of rights possessed by a contestant participating in a contest through the internet, comprising:

entering participants in the contest through the internet;

broadcasting the contest through the internet;

selling the right through the internet;

receiving a selection of at least one of the rights from a buyer using a terminal connected to the internet;

determining a selling price for the selected right in accordance with a predetermined mathematical expression

using predetermined parameters indicative of advertising effectiveness of the contestant;

displaying the selling price on the terminal of the buyer; and

5 receiving information indicating approval through the internet when the buyer agrees to the displayed selling price.

10 29. A server computer for selling at least one right associated with a contestant through a computer network, wherein the server

determines a selling price for the right in accordance with a predetermined mathematical expression using predetermined parameters indicative of advertising effectiveness of the contestant; and

15 transmitting the selling price to terminals connected to the computer network.

20 30. The server computer according to claim 29, further executing the steps of:

broadcasting a match in which the contestant participates through the network;

evaluating desired purchase prices proposed by a plurality of buyers; and

25 selecting a buyer that proposes the highest amount.

30 31. A terminal computer connected to a server computer through the internet for selling a plurality of rights possessed by a contestant participating in a contest, the terminal computer executing the steps of:

requesting registration of participants in the contest;

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rights;

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server.

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